



WWW.PREPAYSYSTEMS.COM

## **Prepaysystems Style Customization Specifications**

**Color Schemes** can be set up and uniquely applied to each market under the Manage Section of each Market. Color Schemes can be utilized to match the client's referring web page or create a studio identity to match the studio's styles.

Below are the specifications for each feature that can be customized.

NONE OF THE FIELDS ARE REQUIRED - IF YOU LEAVE ANY BLANK, THE DEFAULT COLOR SCHEMES WILL AUTOMATICALLY APPLY.

- **HEADER**
  - Header Image
    - Requires 4 alternate images for an effective responsive design
    - Large: 1170px wide
    - Medium: 970px wide
    - Small: 750px wide
    - Extra Small (Mobile Device): 767px wide
  - Header Background Color - any web hex color code
  - Header Divider Color1 - any web hex color code
  - Header Divider Color2 - any web hex color code
- **PAGE**
  - Background Image
    - Image is tiled - so make sure it is designed using a pattern with tiling in mind.
    - 169x169px is optimal
  - Page Background Color - any web hex color code
  - Page Text Color 1 - any web hex color code
  - Page Text Color 2 - any web hex color code
  - Page Text Color 3 - any web hex color code
- **BOX (This refers to the package Box, and Add to Cart Box)**
  - Box BG Color #1 - any web hex color code
  - Box BG Color #2 - any web hex color code
- **BUTTONS**
  - Button Color 1 - any web hex color code
  - Button Text Color 1 - any web hex color code
  - Button Color 2 - any web hex color code
  - Button Text Color 2 - any web hex color code



WWW.PREPAYSYSTEMS.COM

- Button Color 3 - any web hex color code
- Button Text Color 3 - any web hex color code
- CALENDAR (only used if utilizing the scheduling feature)
  - Primary Calendar Color - any web hex color code
  - Secondary Calendar Color - any web hex color code
  - Calendar color 3 - any web hex color code
- FOOTER
  - Footer Background Image
    - 2000x160px is optimal size
    - PNG File is preferred
    - The Image will not resize on the smaller screens in the responsive design.
    - it will crop.
    - So make sure that important information like a logo or text are contained within the center 750px
  - Footer Background Color - any web hex color code
    - If above image is a PNG with transparency, the color will show through, if this color is not set, the tiled background image will show through.



WWW.PREPAYSYSTEMS.COM

**Market Logo** - Market Logos will appear on the top of the page and will be overridden if a Color Scheme has header logos, so if you want a market logo to appear, make sure to remove all header images from the color scheme. Market logos are also utilized in customer email order confirmations even if the color scheme has a header overridden, so it may be helpful to include one if your market needs some branding included.

- The optimal Image Size is 84x650px, but can be shorter if necessary.
- PNG file format is preferred here if you want to incorporate with transparency, under 512KB. JPEG will work as well.

**Favicon** - A favicon is a graphic image (icon) associated with a particular Web page and/or Web site. Many recent user agents (such as graphical browsers and newsreaders) display them as a visual reminder of the Web site identity in the address bar or in tabs

- Square in shape, and simple in design
- Ideally 512x512px

**Location Group Image** - This is only used if you are utilizing the location group as a landing page.

- The optimal image size here is an 800x300px image. JPEG is the preferred image format, less than 512KB. The height can vary.



WWW.PREPAYSYSTEMS.COM

**Package Artwork** can be displayed to the customer in several different ways, below we offer some guidelines and specifications to assist in your designs

- Package Image with HTML WYSWIG Text Description - The optimal image size here is a 350x350px image. JPEG is the preferred Image format, less than 512KB. Any text you put in the Description field will appear to the left of the image on Desktop Layouts and will appear below the image on mobile Layouts.
- Use Image for Description -
  - No text will appear unless you use the Helper Caption and Helper Content.
  - Desktop Image: The optimal image size here is a 800x300px image. JPEG is the preferred Image format, less than 512KB. The height can vary.
  - Mobile Image: The optimal image size here is a 400x400px image. JPEG is the preferred Image format, less than 512KB. The height can vary, but keep it below 600px high so all content will appear on the screen at one time.
- No Image, HTML WYSWIG text only - load any image, and when you attach the package to the package plan, uncheck the box that says "Display Image" This is primarily used to list packages that you do not want to draw attention to, but still must include on a pricelist.

### **Add on Artwork**

- Standard Add on - A Square image 600x600px is suggested here. JPEG is the preferred Image format, less than 512KB.
- Emphasized Add on - We suggest rectangular for the image as description and square for text description, e.g. 800x300 or 600x600. Images will be scaled proportionally. JPEG is the preferred Image format, less than 512KB.

**Artwork for Backgrounds, Sheets, and Poses** should be 183x275px JPEG or PNG is the preferred Image format, less than 512KB.

**Promotion Coupons to be printed on Fastpass/Receipt** will be resized to a width of 300px when appearing on the printed Fastpass. You can upload a larger image of approximately 1000x1000px keeping the file size below 512KB. On the screen, the user will be able to click the image to read the fine print if necessary.